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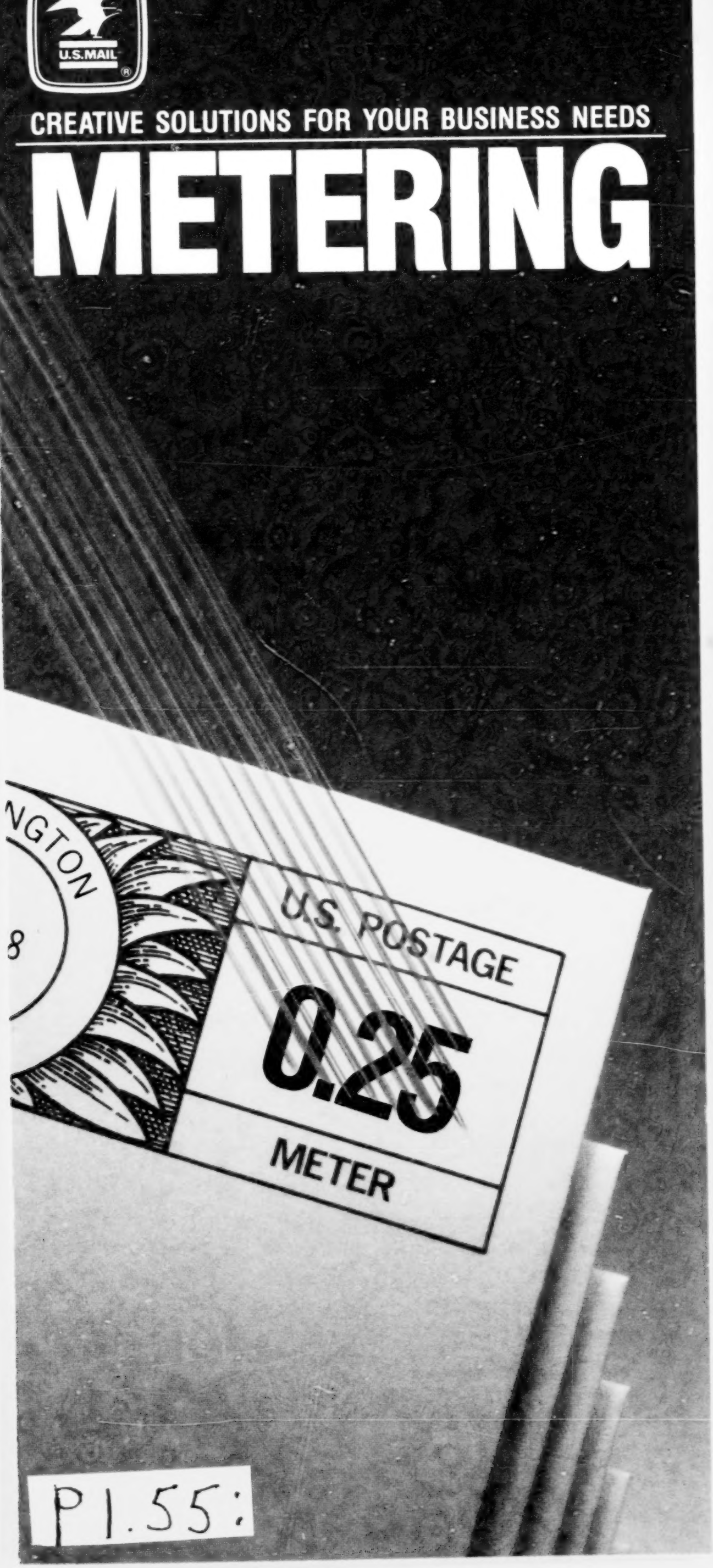
U.S.MAIL

CREATIVE SOLUTIONS FOR YOUR BUSINESS NEEDS

METERING



P1.55:

TIME IS MONEY

It takes a lot less time to put metered postage on mail than it does to apply stamps. Even in a small business, more efficient use of staff time with a postage meter can result in profitability.

And every business gains time when its outgoing mail is metered. Because we don't have to spend time at the post office canceling and postmarking your mail, it goes out that much faster.

No question, a postage meter can make your business more cost efficient–and using it properly, even more so. Here are a few simple guidelines.

CHANGE METER DATE DAILY

Correct dates on metered First-Class Mail® help us serve "your" customer just as we want to serve you. Why not set up a system that reminds you to change the meter date every day. Then contact your local post office about its operating hours so you can deposit your mail in time for that day's processing and dispatch schedule.

APPLY CORRECT POSTAGE

A mailroom is a good place to be cost efficient, and selecting the right amount of postage from your meter is a good place to start. Don't overpay "just to be sure." It can be expensive. And, if you underpay, it can be embarrassing if your addressee is asked to make up the difference. And, test your scales for accuracy every day. If they're out of balance, too much or too little postage may add to your costs and might delay your mail. You can get a copy of postal rate charts at your local post office.

CHECK FOR CLEAR, READABLE IMPRINTS

A clearly-defined, readable meter impression is your calling card to your customers. When those dates are readable, your customers know when you mailed.

USE FLUORESCENT INK

Why use a special postage meter ink? Because it helps our machines handle metered mail efficiently if it should inadvertently pass through our facer/canceler machines. Properly prepared metered mail should bypass this equipment but, if it does go through, fluorescent (hot) ink will speed the process. Use the ink provided by a meter manufacturer.

FACE THE MAIL

Facing metered mail in the same direction actually speeds your mail through the post office. If we don't have to face the mail before distributing it to the proper sorting area, a costly step is saved. So be sure to make facing a practice.

PACKAGE SECURELY

Package five or more pieces securely and your mail will be handled more efficiently. Your post office may be able to provide you with rubber bands for this purpose.

USE TRAYS

When you prepare letter mail in large volume, place it in trays from the post office. This method not only creates a cleaner environment for your employees and your mail, but helps direct the mail to the appropriate sorting equipment to speed up the process.

TAKE IT TO THE POST OFFICE

You can take your metered mail to the main post office, or place it in any street collection box or other authorized collection area in that postal jurisdiction. Make sure to deposit the mail before the last scheduled pickup.

WE'LL SET IT AT YOUR PLACE

You don't need to lose staff time, pay cabfare, hire a messenger, or risk loss or theft of your meter in order to have it set. For a very reasonable fee, you can set a day and time to have a Postal Service employee come right to your office and set your meter. You pay then and there with your own company check. Simple. Convenient. Secure. Brief down time.

To keep the cost of on-site setting as low as possible, we must reserve the right to enroll only companies in those geographic areas that can be served economically. Find out more from your post office.

PROTECT YOUR INVESTMENT

If your meter's printing or recording mechanism is faulty, contact your local post office and meter manufacturer for instructions.

METERING CHECKLIST

Consider placing these reminders near or on your meter.

Enough postage?
Today's date?
Scales balanced?
Correct postage?
Fluorescent (hot) ink?
Clear impression?
Face the mail in one direction?
Package five or more pieces?
Tray large volume?
Mail early?

MORE SUGGESTIONS

CORRECT ADDRESSES AND ENVELOPE DESIGN

You've seen how metered postage not only covers the cost of doing business but can be a tool to cut some of those costs. Take it a step further and check to see that your envelopes are designed and addressed to be read and sorted on state-of-the-art computer equipment. Our optical character readers (OCRs) can read and sort 36,000 letters an hour. Your metered mail deserves that type of efficiency.

KEEP UP-TO-DATE ADDRESS LISTS

Look into the free services we offer that can help you get the most current information into your address files. These products can lower the "hidden" costs of duplicate copies, undeliverable mail, and can even save money on your stationery. You might also be able to take advantage of rate discounts for some of your mailings.

USE ZIP+4 ® CODES

If you use ZIP+4 codes in your addresses, you get the added advantage of more efficient mail sortation and accurate, reliable delivery.

You can find out more about these products and services. Just contact your postmaster or the Marketing Department at your main post office.

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AUTHORIZED METER LEASING COMPANIES

FRIDEN ALCATEL
30955 HUNTWOOD
HAYWARD CA 94544-7005

INTERNATIONAL
MAILING SYSTEMS INC
19 FOREST PARKWAY
SHELTON CT 06484-0903

PITNEY BOWES INC
WALTER H WHEELER JR DRIVE
STAMFORD CT 06926-0001

POSTALIA INC
1423 CENTRE CIRCLE DRIVE
DOWNERS GROVE IL 60515-1087

Their local offices should be listed in the Yellow Pages under "Mailing Machines" or "Meters."